

### Patent Claims

1. Method for detection or measurement of an analyte in a sample by a specific binding assay comprising at least one hapten/anti-hapten or hapten-like binding pair, characterized in that, in at least one incubation step said hapten or said hapten-like molecule in free form is present.  
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2. Method according to claim 1, further characterized in that, said hapten/anti-hapten system comprises digoxin or digoxigenin and anti-digoxin or anti-digoxigenin antibodies, respectively.
3. Method according to claim 1 or 2 further characterized in that, said hapten-like binding pair comprises biotin and avidin or/and streptavidin.  
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4. Method according to any of claims 1 to 3 further characterized in that, said hapten-like binding pair comprises biocytin and avidin or/and streptavidin.
5. Method to improve the sensitivity of a specific binding assay used in the detection or measurement of an analyte in a sample comprising at least one hapten/anti-hapten or hapten-like binding pair, characterized in that, in at least one incubation step said hapten or said hapten-like molecule in free form is present.  
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6. Method to improve the precision of a specific binding assay used in the detection or measurement of an analyte in a sample comprising at least one hapten/anti-hapten or hapten-like binding pair, characterized in that, in at least one incubation step said hapten or said hapten-like molecule in free form is present.  
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7. Method according to any of claims 1 to 6, further characterized in that, said method is a homogeneous immunoassay.
8. Method according to any of claims 1 to 7, further characterized in that, coated latex particles are used in said method.
- 25 9. Method according to any of claims 1 to 7, further characterized in that, said free hapten or hapten-like molecule is present in the reaction mixture before the haptentylated assay component is added to said reaction mixture.

10. Assay kit to perform an assay for detection or measurement of an analyte in a sample making use of a hapten/anti-hapten or hapten-like binding pair comprising at least one reagent containing said hapten or hapten-like molecule in free form.

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